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SPONSOR TIP SHEETS

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Looking for a Sponsor - Ask yourself What can you do for them?

Sponsorship is no longer just getting a decal for your race car or a badge for your racing suit. Sponsors are looking for racing to be that extended arm of their marketing plan. Before you ask for money first find out what they are looking for. What is missing in their current advertising campaign. Are they looking for "how to videos" on YouTube about how to use their product? What about showing up at their big sales event with your car and promote the event through your social media channels. Wear your suit, sign autographs, etc. Find out what you can do for your sponsor or potential sponsor. To be continued in the next issue.



Be the Brand Ambassador

Any time you are wearing your racing suit on or off the track, you are that Brand Ambassador for your sponsors and for your home track. If you are too hot, find a t-shirt or design a t-shirt that promotes your sponsors, They see your effort and may help with continued support when you ask for money or products next year. Keep it clean and ensure you have all the badges on prior to the event.

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They won't Sponsor me unless I win!

Unless you are one of the top Racers in the Country, this statement is not true. Sponsorship can be achieved even if you don't win all the time. Promoting your sponsors with decals, racing suits and Pit Crew attire helps the overall look they like to see. Below is a great example from two of our Mini Cups Racers.

Potential Sponsors see what you have done in the past. Be proactive in how you present yourself and your car and not be reactive and be disappointed when they don't sponsor you.



Upcoming Issues ...

This is a new weekly series that will help you get started on finding sponsors, partnerships and keeping them for the next race season.

If you have questions, please let us know. We will try to answer it in the next Issue of EIR Sponsorship Tips

Looking for some ideas about Sponsorship Partnership?

If you have some tips send us an email.

We all need to work together to make this next season a great one.

Just ask us a question at speedway@syban.net.

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